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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

HARRY READ, Director of Information and Publications (217) 581-2820

October 16, 1984

L/A

FOR IMMEDIATE RELEASE

CHARLESTON, IL--Eastern Illinois University's Community Business Assistance Center will offer a "How to Profit from Marketing" workshop on Friday, Nov. 9, in the Effingham Room of the University Union from 9 a.m. to 4 p.m.

Owners and prospective owners of small to medium sized businesses who participate can expect to improve their management skills by becoming adept at developing business plans, according to Dr. Terry Maris, CBAC Director.

Particular attention will be given to target market selection, location decisions, profitable pricing strategies, competition analysis, and monitoring for success. Specific areas of concern of participants will be addressed in depth.

Instructors will be Dr. Jerry Geisler, Chairman of the Department of Management and Marketing and E. Wayne Chandler, Associate Professor of Marketing.

The program will be co-sponsored by the U.S. Small Business Administration and the Small Business Council of the Charleston Area Chamber of Commerce. The registration fee is \$55. For further information, or to register, contact Dr. Maris, at (217) 581-3526.